



Facebook Lead Generation: Quick Start Guide

Step 1: Where do you want to direct people?

(Example Below for Building CMA Reports Ad)

- Choose “Send people to your website”
- type in the website you are sending people to. (ie: elijahy.cmareport.info) This site is prebuilt for you to use based on your loginID and can be found @ <http://agentmarketing.com/mypurls>

Choose the objective for your campaign Help: Choosing an Objective

- Send people to your website**
- Increase conversions on your website
- Boost your posts
- Promote your Page
- Get installs of your app
- Increase engagement in your app
- Reach people near your business
- Raise attendance at your event
- Get people to claim your offer
- Get video views

Clicks to Website

Increase the number of visits to your website.

Loading website details ...

Continue

Want to track conversions on your website? Switch to Website Conversions.

Step 2: Who are you seeking to engage this ad?

- Change Age to the range that suits your target audience
- You can target things like Recently Married, College Grads, First Time Buyer, Multiple Homeowner, etc..

STEP 2: CREATE YOUR AD SET

Who do you want your ads to reach? Choose Your Audience

Target Ads to People Who Know Your Business
You can create a Custom Audience to show ads to your contacts, website visitors or app users. Create a Custom Audience

Locations ? United States
All United States
Add a country, state/province, city or ZIP

Age ? 18 - 65+

Gender ? All Men Women

Languages ? Enter a language...
More Demographics ▾


Interests ? Search interests | Suggestions | Browse

Behaviors ? Search behaviors | Browse

More Categories ? Choose a category | Browse

Connections ? All Advanced connection targeting

Audience Definition

 Your audience selection is fairly broad.

Audience Details:

- Location:
 - United States

Potential Reach: 180,000,000 people

Annotations:

- enter zip code(s) you want to target
change age to the age range you are after
- add things like "homeowner" here

Step 3: The Ad Spend

- The “CMA Report” is what we call a “set and forget” Ad.
- Decide an amount you can manage and let that go on in perpetuity.
- This is an EXPOSURE Ad for the purpose of attracting Seller Leads to give your Agents
- Tell your agent partners and prospects that you are running targeted Ad’s on HOME VALUES in their zip codes as benefit of partnering with you.

How much do you want to spend? Help: Budgeting & Pricing

Budget ⓘ

Schedule ⓘ Run my ad set continuously starting Set a start and end date

Optimize For ⓘ

Pricing ⓘ Your bid will be optimized to get more clicks to your website. You'll be charged each time your ad is served.
 Get the most website clicks at the lowest cost
 Set the amount a click to your website costs

[Hide Advanced Options](#)

Ad Set Name ⓘ


we recommend a budget of a minimum of \$5 per day if you are running for one general bigger area (ie: multiple zip codes)

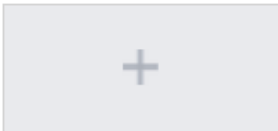
you don't need to change this unless running multiple ads, in which case name it by the group you're targeting (ie: 92626 or Costa Mesa, Ca if you are targeting that general area)

Step 4: Select Your Images - 1

- You can upload your own images if you would like but they must be HD & EXTRAORDINARY!
- If you have a graphics dept, they can add text to your image to make it POP even more.

Select the images you want to use Help: Selecting Images

 Add up to 6 images. You can upload new images, use images from your library or search for free, professional images from Shutterstock.



search for "beautiful home" and use these graphics for free from Shutterstock when u purchase ads on facebook

Creating Multiple Ads
Each ad will create a separate ad set. After your ad set is approved, you can monitor how each ad performs and edit to the different ad formats and sizes.

Image Size
If you want to learn more about different ad formats and sizes then visit the [Ads Product Guide](#).

Step 5: Select Your Images - 2

- Get Creative with Your Images - Remember, if you wouldn't click on it someone else probably won't
- The more engaging pics you have (up to 6 per Ad) the more chances you will have in connecting w/ someone who is attracted to your offer.
- Be mindful of what zipcodes you're marketing in. It's not congruent to post beach pics if you're Generating CMA Reports for Desert Properties etc...
- If you notice that a particular picture isn't getting any clicks deactivate that ad image so you don't burn through paid impressions (amount of people who see you Ad)

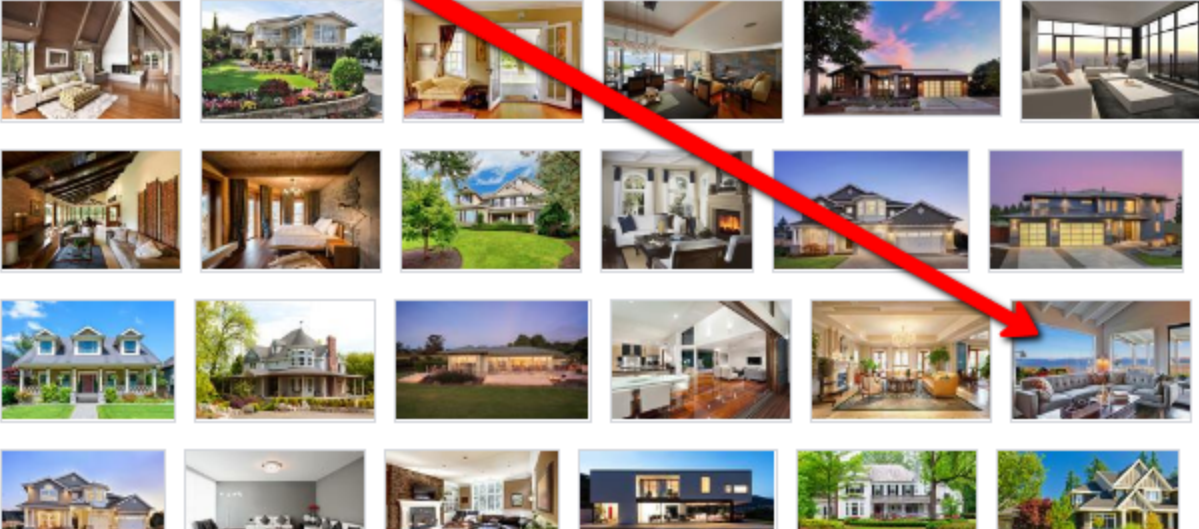
Select Images

Upload Images Image Library Stock Images

beautiful home

select your pictures up to 6 per ad to see which one performs the best for the area

Stock Image Use Guidelines



Selected Images (0 of 6)

Done

Step 6: Build Your Ad Copy

- You will be making the Ad on Your Personal Facebook Page Unless you have a Business Page
 - DON'T USE A BUSINESS PAGE TO RUN ADS UNLESS YOU ALREADY HAVE A GOOD AMOUNT OF FOLLOWERS
- The more targeted the audience, engaging copy and piquing curiosity the better your shot at getting them to click on your ad! It MUST BE RELEVANT AND INTERESTING TO THEM.

The screenshot shows the Facebook Ads creation interface. On the left, there are sections for 'Connect Facebook Page', 'Headline', 'Text', 'Call-to-Action Button', 'News Feed Link Description', and 'Conversion Tracking Pixel'. On the right, there is an 'AD PREVIEW AND PLACEMENTS' section showing a preview of the ad in a 'Desktop News Feed'. Red callout boxes with arrows point to specific elements: 'here is a preview of what the finished ad would look like in the NewsFeed' points to the ad preview; 'choose a CTA' points to the 'Learn More' button in the 'Call-to-Action Button' section; 'add your ad text. feel free to use our example if you would like' points to the 'Text' field; and 'place order when you've got it dialed' points to the 'Place Order' button at the bottom right.

What text and links do you want to use? Help: Editing Ads

Connect Facebook Page
Choose a Facebook Page to represent your business in News Feed. Your ad will link to your site, but it will show as coming from your Facebook Page.

Agent Marketing +

or Turn Off News Feed Ads

Headline ⓘ 4
What's My Home Worth?

Text ⓘ 27
Get a Free Analysis on What your Home is truly worth right now!

Call-to-Action Button (optional) ⓘ
Learn More

Hide Advanced Options ▲

News Feed Link Description 51
Pricing a home is tricky sometimes. Get Your FREE CMA Report Now to get a more ACCURATE picture of your home's value. Make more informed decisions...

Conversion Tracking Pixel ⓘ
Choose a pixel

AD PREVIEW AND PLACEMENTS

✓ Desktop News Feed Remove

Agent Marketing Sponsored · 🌐

Get a Free Analysis on What your Home is truly worth right now!

What's My Home Worth?

Pricing a home is tricky sometimes. Get Your FREE CMA Report Now to get a more ACCURATE picture of your home's value. Make more informed decisions...

YOUR LOGIN IS SHARED TO: YOURTURTLE.COM

Learn More

Like · Comment · Share

✓ Mobile News Feed Remove

✓ Right Column Remove

✓ Partner Mobile Apps Remove

Questions about creating your ads?

Review Order **Place Order**

Step 7: YAY! You've Created an Ad on Facebook!

- You've just joined the Top 1% of Loan Officers who leverage Facebook to attract, meet and inform potential prospects and referral partners... ROCK ON!